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8/6/56

16th YEAR · A WEEKLY PUBLICATION

1956 fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

january						
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march – 1957						
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, AUGUST 6, 1956

BACK-TO-SCHOOL, COLLEGE AND CAREER PREVIEWS AND OPENINGS

Monday August 6 11:00 A.M.	ARNOID CONSTABLE	College fashion preview for press and customers. Suburban store showings: Hempstead, August 7 at 3:30 P.M.; New Rochelle, August 8 at 3:30 P.M.; Hackensack, August 14 at 3:30 P.M.; Manhasset, August 15 at 3:30 P.M.; Trenton, August 16 at 3:30 P.M. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Monday August 6 3:00 P.M.	MARTIN'S (BROOKLYN)	Martin's will preview their college, career and country fashions. By invitation. (College shop opening Wed., Aug. 1). Customer showings: Thurs., August 16, 5:30 - 7:00 P.M. Garden City: Aug. 13 at 3:30; Great South Bay: Aug. 17 at 3:30. Publicity: Rita Dobbins, TR. 5-3100.	6TH FLOOR
Monday August 6 4:30 P.M.	ABRAHAM & STRAUS	A&S will preview their college and career fashions to the press. By invitation. College Shop will open to the public, Mon., July 30 with College Board modeling from 12:00 to 2:00. Also Aug. 9, 16, 23 from 5:30 to 6:00. Publicity: Juli Daves, TR. 5-7200.	7TH FLOOR
Monday August 6	BAMBERGER'S	Opening of the College, Career and Back-To-School Shops. Contact: Dorothy Parr, MArket 2-1212.	3RD FLOOR
Tuesday August 7 9:30 A.M.	MACY'S NEW YORK	Macy's will preview their college fashions to the press. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	3RD FLOOR
Tuesday August 7	RUSSEKS FIFTH AVENUE	Opening of College Shop. Show at 6:00 P.M. Publ: Pat Keller, WI. 7-1900.	7TH FLOOR
Wednesday August 8 10:00 A.M.	GIMBELS	Gimbels will preview their college and career fashions to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	3RD FLOOR
Wednesday August 8 4:00 P.M.	STERN'S	Stern's will introduce College Board and present 1956 fashion themes to the press. By invitation only. Publ: Amelia Cram, LO. 5-7960, Ext. 322.	6TH FLOOR
Thursday August 9 9:30 A.M.	OHRBACH'S	Ohrbach's will preview their college and career fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	4TH FLOOR

(Continued on following page)

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	BACK-TO-SCHOOL, COLLEGE AND CAREER PREVIEWS AND OPENINGS (Continued)		
Thursday August 9	SAKS-34TH Opening of College Shop. Publicity: Arthur See, LA. 4-7000.		3RD FLOOR
Monday August 13 11:00 A.M.	TAILORED WOMAN Preview of the Tailored Woman's career, college and commuting fashions. By invitation. Publicity: Sara Pennoyer, MU. 8-6800.		YOUNG 3RD FLOOR
Tuesday August 14 9:30 A.M.	BEST & CO. Best's will preview their college fashions to the press. By invitation. Publicity: Gay Stearns, PL. 9-2000.		13TH FLOOR
Thursday August 16 9:30 A.M.	PECK & PECK Peck & Peck will preview their Fall college fashions to the press. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.		260 4TH AVE. (20 ST.)
Wednesday August 22 12:15 P.M.; 6:00 P.M.	KRESGE-NEWARK Kresge-Newark will present college, career and country fashions. Press invited. On Sat., August 25 at 12:30 P.M., showing of children's back-to-school fashions, Thimbleberry Room, 7th Fl. Open to public. Publicity: Rita Nagle, MItchell 2-8000.		3RD FLOOR
Thursday August 30	RUSSEKS FIFTH AVENUE Showing of career fashions at 6:00 P.M. Publ: Pat Keller, WI. 7-1900.		7TH FLOOR

August 6 MARTIN'S COLLEGE, CAREER & COUNTRY PREVIEW AT 3:00 P.M. (See Page 1).

August 6 ABRAHAM & STRAUS COLLEGE FASHION PREVIEW AT 4:30 P.M. (See Page 1).

August 7 MACY'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Page 1).

August 8 GIMBELS COLLEGE AND CAREER FASHION PREVIEW AT 10:00 A.M. (See Page 1).

Wednesday August 8 1:15 P.M.	SHOWING OF FALL MATERNITY FASHIONS Baby Talk Magazine will show Fall and Winter maternity fashions at National Baby and Children's Show. Contact: Irene Fogel, OR. 9-4400.	BABY TALK MAGAZINE	NEW YORK COLISEUM COLUMBUS CIRCLE

August 8 STERN'S COLLEGE FASHION PREVIEW AT 4:00 P.M. (See Page 1).

August 9 OHRBACH'S COLLEGE & CAREER FASHION PREVIEW AT 9:30 A.M. (See Page 1).

Saturday August 11 5:00 P.M.	PRESENTATION OF FALL FASHIONS Showing of David Crystal's dresses, Haymaker's sportswear and men's shirts by Izod at Fred Waring's Shawnee-on-the-Delaware. By invitation. Publicity: Shawnee--Ed Sweet; David Crystal--Terry Mayer, BR. 9-6560.	DAVID CRYSTAL; HAYMAKER; IZOD	SHAWNEE-ON-DELAWARE STROUDSBURG, PA.

August 13 DEMOCRATIC CONVENTION IN CHICAGO.

August 13 THE TAILORED WOMAN'S CAREER PREVIEW AT 11:00 A.M. (See Above).

August 14 BEST'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Above).

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 15 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COATS AND SUITS Macy's will preview their Fall coats and suits. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
August 16	PECK & PECK'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Page 2).		
Friday August 17 10:00 A.M. Breakfast	PRESS PREVIEW OF NEW HAT BAR Gimbels will preview their Fall collection of hats from their new boutique millinery bar. By invitation only. Publ.: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR MILLINERY SALON
August 19-- August 25	NATIONAL DENIM WEEK. Theme: "Work Excitement". Contact: Jessica Bradt, The Denim Council, 375 Fifth Avenue, MU. 3-9918.		
August 20	REPUBLICAN CONVENTION IN SAN FRANCISCO.		
Beginning Monday August 20	FASHIONS FROM OCTOBER-NOVEMBER ISSUES Charm Magazine previews fashions from the October-November tandem issues, "Three-Way Life of the Woman Who Works." October features fashions for on-the-job, after-five and weekend living; November on dressy fashions for the "Different Woman After-Five." Ready-to-wear, lingerie, foundations, shoes, hosiery, accessories, luggage and leather goods, silver on display. Open to store executives and buyers only. Daily showings 9:00-12:00 and 2:00-5:00. For appointments, contact: Elaine Kanners, PL. 9-2080.	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.
Tuesday August 21- August 22	SEMI-ANNUAL LEATHER SHOW Forty-ninth semi-annual members' showing of American Leathers. Exhibit hours: August 21--9:00 A.M. to 7:00 P.M.; August 22--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday August 22 10:00 A.M. Breakfast	PRESS PREVIEW: BUDGET SPORTSWEAR DEPARTMENT Gimbels will preview their new Budget Sportswear Department and showing of fashions. By invitation only. Publ.: Margot Infantino, LO. 5-1500.	GIMBELS	MAIN FLOOR BUDGET SPORTSWEAR
Wednesday August 22 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE Semi-annual footwear style conference for Spring and Summer 1957, featuring apparel, fabric and color trends. For shoe, leather and allied fashion industries. Contact: L. E. Langston, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Wednesday August 22 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW LINENS Macy's will preview "The Midas Touch in Linens." By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday August 23 4:00 P.M. Cocktails	PRESS PREVIEW OF RESORT SHOE COLLECTION Mademoiselle will preview its Resort and Advance Spring shoe collection. By invitation only. Contact: Renee Smith, LO. 4-3350.	MADEMOISELLE SHOES	350 FIFTH AVENUE SHOWROOM - 7419

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday August 26- August 30	FIFTY-FIRST ANNUAL JEWELERS CONVENTION	AMER. NAT'L RETAIL JEWELERS ASSOCIATION	WALDORF-ASTORIA
	More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Avenue, MU. 2-2764.		
Monday August 27 9:30 A.M. Breakfast	PRESS PREVIEW: HATS AND FALL FASHIONS	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONFERENCE ROOM
	Abraham & Straus will preview "Lovely Lady" millinery and Rose Room fashions for Fall. By invitation. Customer millinery shows, Thurs., Aug. 30 on third floor at 5:30 and 6:30 P.M. Publ: Juli Daves, TR. 5-7200.		
Tuesday August 28 11:00 A.M.	"MISS BERGDORF" FALL FASHIONS	BERGDORF GOODMAN	5TH FLOOR
	The press will be invited to preview "Miss Bergdorf's" Fall fashions. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday August 28 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF "TEXTILES, USA"	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR & GARDEN
	An exhibition of more than 180 woven, knitted and dyed fabrics, manufactured by 111 firms in the U.S. Open to public, August 29 - Nov. 4. Publicity: Elizabeth Shaw, CI. 5-8900.		
Thursday August 30 9:30 A.M. Coffee	PRESS PREVIEW: FALL COATS AND SUITS	OHRBACH'S	4TH FLOOR BRIDAL SHOP
	Ohrbach's will preview their "Grey Room" coats and suits for Fall. By invitation only. Publicity: Mark Klauser, OX. 5-4000.		
Sept. 3	LABOR DAY (Monday)--Legal Holiday.		

PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 4	SAKS FIFTH AVE. At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 5	BERGDORF GOODMAN At 11:30 A.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 6	HATTIE CARNEGIE At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday Sept. 7	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 11	BONWIT TELLER At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800
Friday Sept. 14	MAINBOCHER At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT,	MU. 8-2130

Beginning Tuesday Sept. 4	OPENING: HOLIDAY & IMPORT COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Mignon's Holiday and Import collection at continuous daily showings. Contact: Florence Farmer, BR. 9-5991. Publ: Saul Richman Assoc., MU.8-1770.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 4	SWIMWEAR OPENINGS IN LOS ANGELES	CALIFORNIA SWIMSUIT MANUFACTURERS	LOS ANGELES, CALIFORNIA
	Sept. 4: Jantzen. Sept. 5: Rose Marie Reid, Maurice Handler, Caltex. Sept. 6: Gantner. Sept. 7: Cole of California, Catalina, DeWeese Designs.		
Sept. 5	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 11:30 A.M. (See Page 4).		
Wednesday Sept. 5 3:00 P.M.	PRESS PREVIEW OF ACCESSORY BAZAAR	MACY'S NEW YORK	13TH FLOOR BOARD ROOM
	Eighth Annual Accessory Bazaar and showing of their international collection. By invitation. Publ.: Nancy Rosenfield, OX. 5-4400, Ext. 2431.		
Sept. 6	ROSH HASHONAH -- First Day of Jewish New Year (Thursday).		
Sept. 6	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 4).		
Monday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	2ND FLOOR
	Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Monday Sept. 10- Sept. 14	SECOND ANNUAL "CHERRY BLOSSOM FESTIVAL"	A.P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
	A. P. Silk Company will present their new imported and domestic fabrics for Spring and Summer. Press by invitation. Contact: Countess Denise Dolfin, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.		
Beginning Monday Sept. 10	RESORT & EARLY SPRING OPENINGS FOR BUYERS	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
	Contact: Resort Wear Guild, 740 So. Broadway, Los Angeles 14, Calif.		
Tuesday Sept. 11 12:30 P.M. Luncheon	FALL FASHIONS BY LUIS ESTEVEZ	GRENELLE-ESTEVEZ LTD.	HOTEL AMBASSADOR BALLROOM
	Fall fashions by Luis Estevez, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Grenelle-Estevez contact: Elizabeth Harris, LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.		
Sept. 11	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Wednesday Sept. 12 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING	BRANELL	WALDORF-ASTORIA PEACOCK LOUNGE
	Presentation of Branell Fall fashions during luncheon, available at Best & Co. Press by invitation. Public by reservation; contact: Headwaiter, El. 5-3000. Publicity: Branell--Eleanor Lambert, MU. 8-2130; Best--Gay Stearns, PL. 9-2000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Sept. 12 2:30 P.M.	PREVIEW OF FALL AND WINTER COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Mme. Garnett will personally present her Fall and Winter collection. By invitation only. Contact: Floria Paci, EL. 5-5275. Publicity: Elizabeth Maher Associates, EL. 5-4248.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 12 4:00 P.M. Cocktails	PREVIEW OF 1957 SWIMSUITS	JANTZEN, INC.	HOTEL PLAZA BALLROOM
	Jantzen will preview their 1957 "International Set" Cruise, Spring and Summer collection. Showing at 4:30 P.M. By invitation only. Contact: Meryle Allen; publicity: Lillian Zmania, OX. 7-0811.		
Thursday Sept. 13 12:30 P.M. Luncheon	FALL SUITS BY BEN GERSHEL	B. ALTMAN & CO.	HOTEL PLAZA PERSIAN ROOM
	Ben Gershel's Fall suits will be presented by B. Altman during luncheon. Press by invitation. Public by reservation, contact: PL. 9-3000,Ext.176. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 13 3:00 P.M.	PREVIEW OF FASHIONS BY MURIEL KING	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
	Press preview of Fall fashions by Muriel King, with Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.		
Thursday Sept. 13 5:00 P.M.-7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE FABRIC	J.P. STEVENS & CO.,INC.	WALDORF-ASTORIA EMPIRE ROOM
	J.P. Stevens will introduce their new lingerie fabric "Angel's Touch." Fashion show at 5:30 P.M. By invitation only. Commentator: Betty Furness. Contact: Kay Richman, OX. 5-1000.		
Sept. 14	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4).		
Sept. 15	YOM KIPPUR--Jewish Day of Atonement (Saturday).		
Tuesday Sept. 18 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Beginning Tuesday Sept. 18 2:30 P.M.	OPENING OF RESORT DRESS COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Sam Friedlander will present his Resort and Holiday collection of cocktail and evening dresses at 2:30 P.M. daily. Contact: PE. 6-2663.		
Tuesday Sept. 18 3:00 P.M.	PRESS PREVIEW OF HOLIDAY COLLECTION	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Jack Horwitz Associates will preview their Holiday and Cruise collection. By invitation only. Daily showings from Wed., Sept. 19 at 11:00 A.M. Contact: Lois Silverman, LO. 4-1860.		
Tuesday Sept. 18 4:00 P.M.-7:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS	JORDAN MFG. CO. (SEA NYMPH)	HOTEL ST. REGIS ROOF
	Jordan will preview its Sea Nymph Resort and Summer collection, designed by Grace Arcuri; also, introducing Mabs of California, couturier swimsuits. Showing at 4:30 P.M. By invitation. Publ: Helen Rothman, WI. 7-6700.		
Wednesday Sept. 19 11:00 A.M.	PRESS PREVIEW: CUSTOM-ORDER ORIGINALS	OLDRIC ROYCE	16 EAST 52ND STREET SALON
	Oldric Royce will present his Fall and Winter collection of custom-made fashions. By invitation only. Publicity: Nona James, MU. 5-4834.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 19 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON	HATTIE CARNEGIE BLUE ROOM	WALDORF-ASTORIA EMPIRE ROOM
	Luncheon presentation of Fall fashions from the Hattie Carnegie Blue Room. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Sidney Winters, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Friday Sept. 21 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	Co-Chairmen, Ready-to-Wear Division: Bettina Ballard and Margaret deMille. (Prices and details later.) Contact: The Fashion Group, CI. 7-3940.		
Wednesday Sept. 26 12:30 P.M. Luncheon	SHOWING OF FALL READY-TO-WEAR FASHIONS	BLOOMINGDALE'S	HOTEL PLAZA PERSIAN ROOM
	Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. (Note Change of Hotel). Bloomingdale's Publicity: Margaret deMille, EL. 5-6400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning Monday Oct. 1	DAVIDOW	550 Seventh Avenue	PE. 6-6909
	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue	LA. 4-9724

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning Monday Oct. 15	LARRY ALDRICH CO., INC.	530 7th Ave.	(12 Fl.)	CH. 4-1872
	BEN BARRACK, INC.	498 7th Ave.	(7 Fl.)	LO. 4-3923
	HARVEY BERIN, LTD.	530 7th Ave.	(7 Fl.)	PE. 6-0206
	BRANELL	530 7th Ave.	(27 Fl.)	PE. 6-6983
	OLEG CASSINI, INC.	498 7th Ave.	(11 Fl.)	LO. 5-6453
	WILLIAM FOX, INC.	530 7th Ave.	(21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave.	(7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave.	(12 Fl.)	WI. 7-4077
	GRABOIS	498 7th Ave.	(5 Fl.)	CH. 4-2767
	HARMAY	498 7th Ave.	(22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave.	(9 Fl.)	LO. 4-1860
	JOBERE, INC.	530 7th Ave.	(20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave.	(4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave.	(21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave.	(21 Fl.)	LA. 4-0237
	ROSALIE MACRINI	550 7th Ave.	(11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave.	(10 Fl.)	CH. 4-4600
	BEN REIG, INC.	498 7th Ave.	(23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave.	(12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave.	(7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave.	(20 Fl.)	LA. 4-7540
	FRANK STARR, INC.	530 7th Ave.	(19 Fl.)	LA. 4-7690
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St.	(7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave.	(2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave.	(11 Fl.)	CH. 4-2617

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Thursday August 9	PREMIERE: "HIGH SOCIETY" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET Bing Crosby, Grace Kelly, Frank Sinatra and Celeste Holm will star in MGM's Technicolor-VistaVision musical version of "The Philadelphia Story". Director: Charles Walters. Producers: Sol C. Siegel. Costumes: Helen Rose. MGM Publicity: Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.
Tuesday August 21 8:30 P.M.	PREMIERE: "WAR AND PEACE" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET Audrey Hepburn, Henry Fonda and Mel Ferrer will star in Paramount's screening of Leo Tolstoy's novel in Technicolor-VistaVision. Producer: Dino DeLaurentiis. Director: King Vidor. Costumes: Maria De Matteis. Premiere by invitation. Open to public next day. Paramount Publicity: Charles Earle, BR. 9-8700.
Sunday Sept. 16- Sept. 30	OPENING: "THE ROYAL DANISH BALLET" MET OPERA HOUSE, B'WAY & 39TH STREET The Royal Danish Ballet will be seen for 17 appearances only -- presented by Columbia Artists Management, in association with Howard Lanin Management. Tickets: $1.80 - $7.50. Publicity: Levrett Wright, CI. 7-6900.
Thursday Sept. 20- Nov. 4	OPENING: N.Y. CITY OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET Opening opera will be Offenbach's "Orpheus in the Underworld". Publicity: Barry Hyams, CO. 5-4784.
Tuesday Oct. 23	OPENING: "THE OLD VIC COMPANY" THEATRE TO BE ANNOUNCED Sol Hurok will present The Old Vic Company in an eight week Shakespearean season with Paul Rogers, Claire Bloom, John Neville, Coral Browne. Settings and costumes: Frederick Crooke. Publ.: Martin Feinstein, PL. 9-6000.
Thursday Oct. 25	OPENING: "SEPARATE TABLES" MUSIC BOX THEATRE, 239 WEST 45TH STREET The Producers' Theatre, in association with Hecht-Lancaster will present Eric Portman and Margaret Leighton in 2 one-act plays by Terence Rattigan. Director: Peter Glenville. Publ.: William Fields, PL. 7-6900.
Wednesday Oct. 31	OPENING: "AUNTIE MAME" BROADHURST THEATRE, 235 WEST 44TH STREET Rosalind Russell will star in an adaptation by Robert E. Lee and Jerome Lawrence of the best-selling novel by Patrick Dennis. Produced by Robert Fryer and Lawrence Carr. Director: Morton DeCosta. Publicity: Arthur Cantor, CI. 6-6496.
Thursday Nov. 8	OPENING: "THE BEST HOUSE IN NAPLES" THEATRE TO BE ANNOUNCED Nick Mayo will present the F. Hugh Herbert new play starring Katy Jurado and Reno Negri. Scenery: Ralph Alswang. Costumes: Jerry Boxhorn. Publicity: Harvey Sabinson, 1780 Broadway, CI. 6-0856.
Wednesday Nov. 14	OPENING: "A VERY SPECIAL BABY" BELASCO THEATRE, 111 WEST 44TH ST. Ezio Pinza and Sylvia Sydney will star in James Costigan's new play, produced by David Susskind and Monty Shaff. Sets and costumes: Howard Bay. Publicity: Arthur Cantor, CI. 6-6496.
Thursday Nov. 22	OPENING: "CANDIDE" MARTIN BECK THEATRE, 302 WEST 45TH STREET Ethel Linder Reiner and Lester Osterman Jr. will present a musical version of Voltaire's play, adapted by Lillian Hellman, featuring Robert Rounseville and Irra Petina. Director: Tyrone Guthrie. Music: Leonard Bernstein. Settings: Oliver Smith. Costumes: Irene Sharoff. Choreography: Tom Brown. Publicity: Ben Washer, MU. 4-8088.